

ABSTRACT OF THE DISCLOSURE

A potato product includes potato pieces possessing unique color characteristics through the addition of a food grade color selected from, individually or in combination; xanthine, monoazo, pyrazolone, triphenylmethane, or indigoid color compounds or aluminum salts of corresponding FD&C dyes

5 extended on a substratum of alumina hydrate. The potato pieces can be formed potato pieces produced by, for example, extruding a potato mixture in which is incorporated the food grade color. Alternatively, the potato pieces can be immersed in a batter solution containing the food grade color. The potato pieces can also be provided with flavoring characteristics by adding flavoring agents to

10 the potato mixture or the batter solution.

2087E0" 9526607